

Main Street Program Meeting Minutes
Sturtevant Village Hall- December 20th, 2004 7:00 p.m.

Present: Stephen Compton- Village Administrator, Sarah Jankowski- Planning Intern, Rose Woodruff- Sturtevant Beautification Committee, Dan Christensen- JQ Fox, Scott Sorenson- Lil Scott's Customs, Kevin Mileager- Mileagers, Sande Prudhomme- Dragonflies and Dreams, Paul Navin- Spee-Dee Packaging, Mike Aiello- Sturtevant Transmission, Katy Hanson- Sturtevant Transmission, Jane Geroulis- Castlewood Restaurant, Rick Legois- Cullen-Legois, John Poorman- Revival Antiques

- Introduction to Main Street Program (Stephen Compton)- Main Street Program is a downtown commercial/business district. The Program focuses on the four points of design, promotion, economic restructuring, and organization. Check the Department of Commerce website for information about other municipalities that are a part of the Main Street Program and what they have been able to do (<http://www.commerce.state.wi.us/CD/CD-bdd-overview.html>). Department of Commerce staff will be visiting Sturtevant January 20-21st. There was a discussion regarding the need for an application committee composed of residents and business owners. Those individuals will be a resource for the Main Street Program, most of the data for the application is being gathered by the professional planner. If Sturtevant is approved they will need to hire a part-time Main Street Manager who will be responsible for communicating with business owners and help coordinate fundraising and marketing events to promote the Main Street. The Department of Commerce Staff wants to see public support.
- History (Stephen Compton)- A main component of the program is the history of the business district. If the Main Street were to be Wisconsin Street there is the Depot and Klinkert House, and many other buildings that were built in the early 1900's, such as JQ Fox building and Cullen-Legois Manufacturing. There is the possibility of façade changes to preserve the historic value of the buildings or moving of the Depot for a different use
- Site Visit (Stephen Compton)- The Department of Commerce provided a sample site visit schedule from their visit to Prairie du Chen. The visit lasts 2 days and involves meetings with many business owners and residents, as well as a presentation about the Main Street Program from the Department of Commerce staff. The Village would need those interested in being part of the application committee to attend some of these meetings.
- Thoughts from business owners-
 - The moving of the Depot to the North end of the Village was discussed. Some business owners felt this may take away from traffic flow on Wisconsin Street.
 - There was also discussion about other historical buildings, such as the barn next to Roman Electric and a number of older houses that are located on Corliss Avenue.
 - If the Main Street Program were adapted would this prevent the Department of Transportation from building an overpass? If the Village stays ahead of the game they may be able to prevent the DOT from building overpass.
 - Are there enough historical buildings left in Sturtevant to interest the Department of Commerce?
- Application Committee (Stephen Compton and Rose Woodruff)- The letter of intent began with a focus on Wisconsin Street and Durand Avenue, but may get trimmed down to just Wisconsin Street. An application group will be needed. If the Village is accepted into the Program there will need to be a part-time Main Street Manager and

a Main Street Board. Are there individuals interested in meeting again and being responsible for discussing ideas for different portions of the application?

- Thoughts from business owners-
 - Glad someone is finally doing something to revitalize the area. Planning is needed whether it focuses on using the historical aspect or other ways.
 - Are there any other programs out there if we don't qualify for the Main Street Program? (Staff is looking into that- WHEDA, Economic Development Corporation)
- Impact of Main Street Program- The question was raised of whether changes on Wisconsin Street would affect businesses on Durand Avenue.
- Thoughts from business owners-
 - It wouldn't affect business on Durand Avenue, but it would still be good to see improvements in Sturtevant.
 - If you bring people to town they are going to see the entire Village and may stop at other businesses.
 - It would give them the opportunity to discover the area.
- Impact of Main Street Program (Stephen Compton and Rose Woodruff)- How would this program change Sturtevant? Many changes could be made within five years as long as there is an interest in making a change. There could be a theme for the area so that people know they are in Sturtevant. The Main Street could be a gateway to the Village.
- Thoughts from business owners-
 - We need a destination to bring people to the area.
 - We need to stay viable
 - The Village could use a grocery store, which is another way to bring people into the Village.
 - We could all work together to be vital.
- Additional Meetings (Stephen Compton, Sarah Jankowski, and Rose Woodruff)- A January 10th or 11th meeting date was discussed, and business owners were asked what time they would prefer the meeting to be at. Most felt 7:00 p.m. was too late and an earlier time of 5:30 or 6:00 would work best. Village would like to see at least 2 people "in charge" of each section. Those in attendance were encouraged to talk to other business owners or residents they know to see if any others would like to get involved in the program. Call Sarah Jankowski (884-2496) if you would like to be a part of this program and attend the next meeting.

Adjourn- 8:40 p.m.